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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/666,681	09/18/2003	Leonard Robert Speiser	2043.093US1	8255
49845	7590	09/03/2010		
SCHWEGMAN, LUNDBERG & WOESSNER/EBAY			EXAMINER	
P.O. BOX 2938			SHEIKH, ASIF AND M	
MINNEAPOLIS, MN 55402				
			ART UNIT	PAPER NUMBER
			3627	
			NOTIFICATION DATE	DELIVERY MODE
			09/03/2010	ELECTRONIC

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1                   UNITED STATES PATENT AND TRADEMARK OFFICE

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4                   BEFORE THE BOARD OF PATENT APPEALS  
5                   AND INTERFERENCES

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8                   *Ex parte* LEONARD ROBERT SPEISER,  
9                   NICHOLAS DAVID POSNER,  
10                  JANNIE LAI, and  
11                  LOUIS M. MONIER

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14                  Appeal 2010-010008  
15                  Application 10/666,681  
16                  Technology Center 3600

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19                  Before MURRIEL E. CRAWFORD, HUBERT C. LORIN, and  
20                  ANTON W. FETTING, *Administrative Patent Judges.*

21                  FETTING, *Administrative Patent Judge.*

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DECISION ON APPEAL<sup>1</sup>

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<sup>1</sup> The two-month time period for filing an appeal or commencing a civil action, as recited in 37 C.F.R. § 1.304, or for filing a request for rehearing, as recited in 37 C.F.R. § 41.52, begins to run from the “MAIL DATE” (paper delivery mode) or the “NOTIFICATION DATE” (electronic delivery mode) shown on the PTOL-90A cover letter attached to this decision.

## STATEMENT OF THE CASE<sup>2</sup>

2 Leonard Robert Speiser, Nicholas David Posner, Jannie Lai, and  
3 Louis M. Monier (Appellants) seek review under 35 U.S.C. § 134 (2002) of  
4 a final rejection of claims 15-22, the only claims pending in the application  
5 on appeal. We have jurisdiction over the appeal pursuant to  
6 35 U.S.C. § 6(b) (2002).

7 The Appellants invented a way to recommend listings in a network  
8 based electronic commerce system (Specification ¶ 0002).

9 An understanding of the invention can be derived from a reading of  
10 exemplary claim 15, which is reproduced below [bracketed matter and some  
11 paragraphing added].

12           15. A method of providing listing recommendations to  
13           users of a network-based commerce system including a  
14           plurality of listings arranged in a plurality of divisions, the  
15           method including:

[1] identifying a division of the plurality of divisions based on user interaction with the network-based commerce system;

[2] identifying at least one frequently used search term associated with the identified division; and

<sup>2</sup> Our decision will make reference to the Appellants' Appeal Brief ("App. Br.," filed January 22, 2010) and the Examiner's Answer ("Ans.," mailed April 15, 2010).

1                    [3] providing a link to the user  
2                    to listings associated with the at least one  
3                    frequently used search term.

4                    The Examiner relies upon the following prior art:

Spiegel              US 6,466,918 B1              Oct. 15, 2002

5                    Claims 15-22 stand rejected under 35 U.S.C. § 102(a) as anticipated  
6                    by Spiegel.

## 7                    ISSUES

8                    The issue of anticipation hinges on whether Spiegel describes  
9                    providing a link to listings associated with a frequently used search term that  
10                  is identified by Spiegel's system.

## 11                  FACTS PERTINENT TO THE ISSUES

12                  The following enumerated Findings of Fact (FF) are believed to be  
13                  supported by a preponderance of the evidence.

### 14                  *Facts Related to the Prior Art - Spiegel*

15                  01.           Spiegel is directed to automatically identifying the  
16                  most "popular" nodes (categories and/or items) within a browse  
17                  tree or other hierarchical browse structure, and for calling such  
18                  nodes to the attention of users during navigation of the browse  
19                  structure. Spiegel 1:60-66.

02. The portions of Spiegel cited by the Examiner at Answer 4 describe identifying a frequently used hyperlink that identifies a category name and providing a link to it.

03. Spiegel describes selecting a hyperlink category to limit a field of search. Spiegel 2:16-23.

04. Spiegel describes using the product as a search term and using the number of times the product is used as such a search term as indicia of popularity in creating a popularity table. Spiegel 12:10-18.

05. Spiegel uses the popularity table to determine which items, including products, to display with hyperlinks to the user. Spiegel 11:36-39.

## ANALYSIS

Claim 15 is the sole independent claim and the only claim argued. Limitations [2] and [3] require providing a link to listings associated with a frequently used search term that is identified by Spiegel's system. The Appellants argue Spiegel fails to describe this, but instead uses frequently browsed hyperlinks associated with category names. Appeal Br. 10-12.

The Examiner cites several portions of Spiegel that describe using frequently browsed hyperlinks associated with category names. Ans. 4 and 6. The Examiner responded that

[t]he examiner respectively disagrees and notes that a category as interpreted can be a search term as it is used provide the activity of looking thoroughly in order to find something. Therefore under a reasonable interpretation a category is in fact

a form of a search term therefore the examiner finds these arguments not persuasive.

3 Ans. 7. We agree with the Examiner. Limitation [2] only requires  
4 that a frequently used search term that is some manner associated with a  
5 division be identified. Limitation [2] does not limit the manner in which  
6 such identification takes place. In particular, the claim does not require that  
7 the identification be based on some process that in turn identifies a  
8 frequently used search term. It is sufficient that there be identified some  
9 term that could be fairly characterized as frequently used search term in  
10 some undefined context that is in some form of association with a division.  
11 Clearly, Spiegel's categories are identified by Spiegel's hyperlinks and are  
12 in association with Spiegel's divisions. Spiegel's categories name categories  
13 within which products may be searched, and so would be frequently used  
14 search terms in other analogous contexts.

15 Further, Spiegel describes using products in search terms as another  
16 way of returning such hyperlinks for display in an alternative embodiment to  
17 that cited by the Examiner. FF 04 - 05.

## CONCLUSIONS OF LAW

19 Rejecting claims 15-22 under 35 U.S.C. § 102(a) as anticipated by  
20 Spiegel is not in error.

## DECISION

22 The rejection of claims 15-22 under 35 U.S.C. § 102(a) as anticipated  
23 by Spiegel is sustained.

Appeal 2010-010008  
Application 10/666,681

1 No time period for taking any subsequent action in connection with  
2 this appeal may be extended under 37 C.F.R. § 1.136(a). See 37 C.F.R.  
3 § 1.136(a)(1)(iv) (2007).

**AFFIRMED**

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## 10 Address

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